

Cold War Propaganda

Anti-Communist



1. Who made—and who sponsored—this message, and for what purpose?

The US, to show that communism is the enemy and that the states need to avoid being "wrecked" by it

2. Who is the target audience, and how is the message specifically tailored to that audience?

The audience targeted is Americans. The USA is shown as a powerful boat with the caring presence of Uncle Sam steering it, and communism is an iceberg (alludes to the Titanic, which most Americans would know about) on which Poland, North Korea, and other countries have been "shipwrecked".

3. What are the different techniques used to inform, persuade, entertain, and attract attention?

The technique is showing communism as a potential disaster that must be avoided. Metaphor is employed in the image— the iceberg and ship representing communism and America/capitalism, respectively.

4. What messages are communicated (and/or implied) about certain people, places, events, behaviors, lifestyles, etc.?

—That Hungary, Czechoslovakia, China, etc. have "fallen victim" to communism.

—That America remains untouched by the influence of communism

—Staying "on the boat" (In America, capitalist, anti-communist) will keep you safe

5. How current, accurate, and credible is the information in this message?

This poster was made in 1960, when the cold war was well underway. The countries shown were all under communist rule at this time (except the states, obviously) as well as Romania, Albania, and Bulgaria which are not shown. The poster was published by Impact Publications, which does not exist anymore, so I cannot check the respectability of. However, the information is clearly biased towards capitalism.

6. What is left out of this message that might be important to know?

No consideration is given to the potential of good communist societies or to nations' abilities to choose their ideologies independently

Anti-Capitalist



the poster.

1. Who made—and who sponsored—this message, and for what purpose?

It was created by the USSR to promote loyalty to Stalin and to communism. The text reads "Under the leadership of the great Stalin onward to Communism."

2. Who is the target audience, and how is the message specifically tailored to that audience?

This poster targets Russians by being in Russian and by portraying Russian people on

3. What are the different techniques used to inform, persuade, entertain, and attract attention?

The poster shows a large number of people smiling happily at Stalin, and Stalin is seen as tall and powerful (above all others). The text inspires an idea of hope and promise of a better future, and the map of the world implies that communism will take over the entire world.

4. What messages are communicated (and/or implied) about certain people, places, events, behaviors, lifestyles, etc.?

That you will be happy and successful if you follow Stalin's communist ideology and that it will lead to a better tomorrow.

5. How current, accurate, and credible is the information in this message?

The information present is strongly biased towards communism and the USSR

6. What is left out of this message that might be important to know?

The benefits of capitalism and the potential downfalls of communism.